



Anderson**Analytics**

## MENG Marketing Trends Survey 2007

Nov 26, 2007

**M | E | N | G**  
MARKETING EXECUTIVES  
NETWORKING GROUP

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# Background

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- Objective
  - Measure perceived marketing trends among Marketing Executives Networking Group (MENG) members.
  - Specifically, the study asked MENG members several closed and open ended questions regarding industry buzzwords, geographic/demographic focus, and the issue of offshoring.
- Method
  - The research was conducted online among members of MENG
  - To be a member of MENG members must be introduced by a current member, pass a screening process including a minimum base salary of \$150K requirement. Therefore the sample is a good source of nationally representative senior marketing executives.
  - All 1,657 active members of MENG were emailed on **October 19, 2007** and asked to complete an online survey.
  - The survey took approximately 10 minutes to complete
  - The Survey was closed on **November 18, 2007**
  - 602 responses were received over a 30-day period

# Summary & Key Findings

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- It's still all about the customers. Regardless of the many new business buzz words that are mentioned by marketing executives, many having to do with new digital/internet media, Marketing Basics such as **"Customer Satisfaction" & "Customer Retention"** are the marketing/buzz words found most interesting and relevant among executives.
- Top concepts, in order of importance include: **Marketing Basics, SEO, Personalization, Green Marketing, and Multicultural/Ethnic Marketing**
- Buzz words that are viewed much less favorably, and therefore perhaps on their way out include: Six Sigma, Long Tail, Game Theory, Buy American, Faith Based Marketing
  - Some concepts such as Buy American and Faith Based Marketing have relatively little awareness/favorability among marketing executives
- Green Marketing is the most frequently written-in answer by the respondents as an important buzz word/trend for the future.
- Among the various age/gender/ethnic demographics, MENG members feel that the Boomers represent the most important demographic, followed by Women, Hispanics, and Generation X.
- Over half of the respondents think China represents the greatest opportunity currently.
- Less than 20% of the respondents' companies currently 'off-shore' any part of their marketing functions. The feeling towards offshoring is generally negative VS Positive (49% VS 23%, respectively). Naturally those that are currently offshoring tend to have a more favorable view than those who do not.
- *Good to Great* is the most widely read book among the marketing professionals; it is also well regarded as it is the one book marketers are most likely to recommend to others.
- Seth Godin is the current favorite marketing/business guru.

# Trends & Buzz Words

# Main Themes

Theme	Importance (% of Top-Box)
Marketing Basics	60
SEO	42
Personalization	36
Green Marketing	32
Multicultural/Ethnic Issues	29
Breakdown of Old Media	29
Innovative Branding	28
Viral/WOM	27
New Media	26
Time Starvation	17
Macro Economics	16
Tech Strategy	15
Outsourcing	13
Social Issues	10
Other	8

- Factor analysis were used to narrow the 62 listed concepts into 15 major themes. The top 3 themes are: Marketing Basics, SEO and Personalization.



# Concepts: Most Important

- Quotes from the respondents:

*Marketing ROI for communications....internet/direct marketing is placing accountability pressure on all areas of marketing*

*Every business in developed countries is looking for ways to ride the Green Wave--even those companies that have little or no impact on the environment. Clearly, the environmental issue has everyone's attention. And if you are in a business that has massive environmental impact--like manufacturing or energy generation from non-renewable fuel sources--or companies with large employee bases, or companies in the renewable resource/energy space, you better have a plan.*

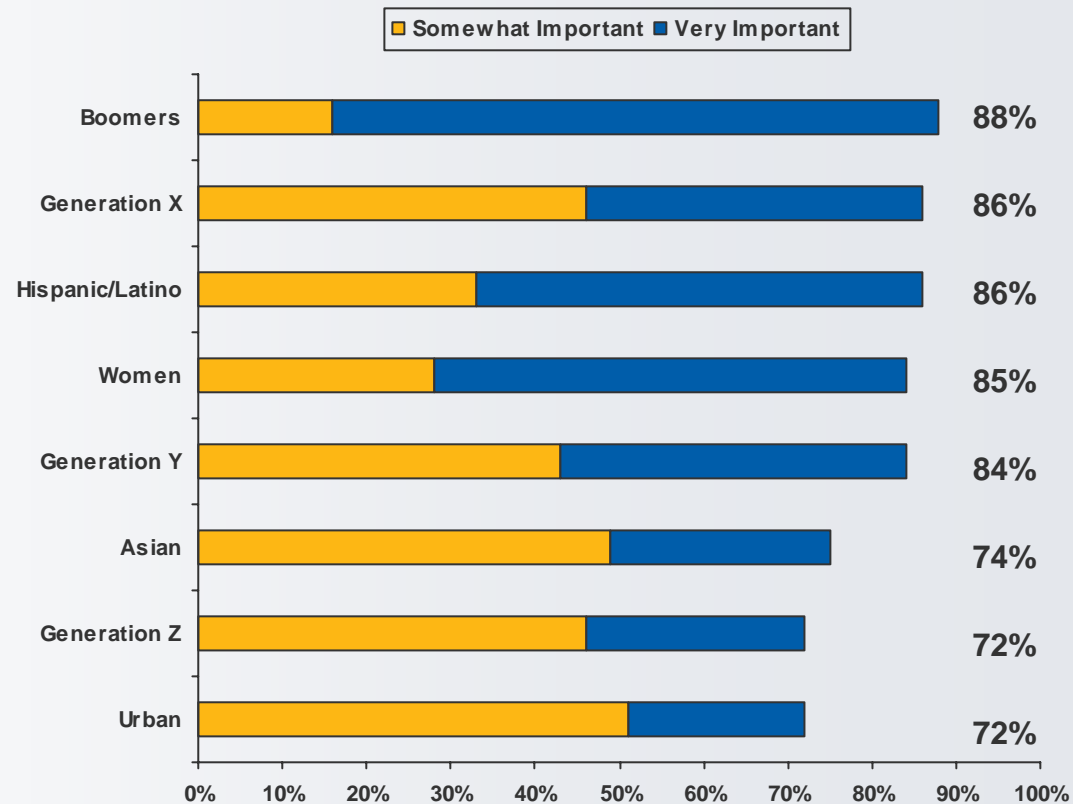
*Establishing a brand, especially in niche markets, because it is becoming increasingly difficult to build and maintain market share in an ever fragmenting media environment.*

*No matter how much you spend or how hard you try, your brand can't be any better than what your customers experience!*

*The new model requires that brands meet the needs and expectations of the new consumer. The new model understands that the consumer expects and believes that s/he is in control and is looking to do more with brands. This shifts the conversation from creating media to yielding awareness towards creating interactions and engagements to yield relevance and advocacy. This is the problem with the old model.*

# Most Important Demographics

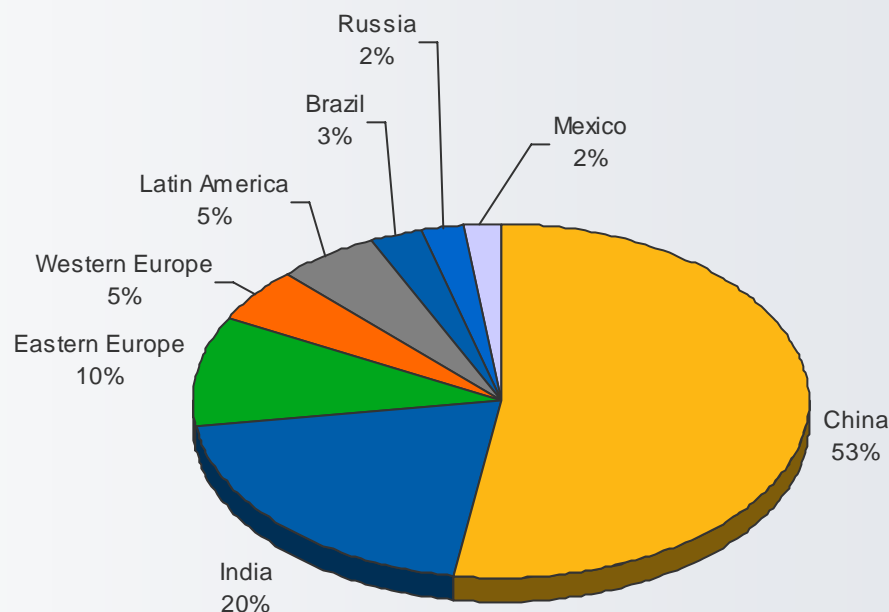
- The group deemed most important by MENG members were **Baby Boomers**, with 88% reporting that the group was either very important or somewhat important



Q: How important do you feel the following demographic groups are currently?

# Where Are the Opportunities?

- 53% of the respondents feel that China represents the greatest opportunity, followed by India.

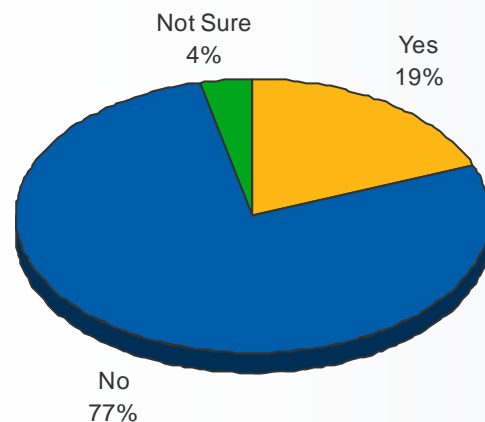


Q: Which of these regions do you feel represents the greatest opportunity currently?

# Off-Shoring

- The majority of the respondents said that their companies do not offshore any part of their marketing function
- Overall, close to half of the respondents do not think offshoring is a good idea. Less than a quarter feel it is “necessary and a good way to stay competitive”
- As might be expected, the view on offshoring among respondents whose companies are currently engaging in offshoring are somewhat more positive.

**Does your company engage in off-shoring any part of the marketing function?**



**What is your personal feeling on Off-shoring any part of the marketing function?**

Overall Response		
It is not as profitable as others think and is fraught with risk	17%	49%
2	32%	
3	28%	
4	15%	23%
It is necessary and a good way for companies to stay competitive	8%	

Among those who are currently off-shoring		
It is not as profitable as others think and is fraught with risk	4%	24%
2	20%	
3	26%	
4	25%	50%
It is necessary and a good way for companies to stay competitive	25%	

# Books – Last Book Read

- Good to Great is the book most recently read by most marketing executives. It is also well liked (receiving a 4.3 out of 5 overall rating).
- The Goal has the overall highest book rating, but is read by relatively fewer marketers (only ranked 14<sup>th</sup> among book last read).

Popularity Rank	Title	Avg. Book Rating
1	Good to Great	4.3
2	The World is Flat	4.1
3	Blink	3.4
4	Blue Ocean Strategy	3.9
5	Long Tail	3.6
6	Made to Stick	4.3
6	Freakonomics	4.3
8	Execution	3.8
9	4 Hour Work Week	4.4
9	Age of Turbulence	4.0
9	Who Moved My Cheese	3.2
12	Wikinomics	4.5
12	Word of Mouth marketing	3.8
14	The Goal	4.7
14	New Leaders 100 Day Action Plan	4.0

Q: What was the last business book you have read?

Q: What would be your rating of this book on a 5 point scale? (5 being best)

## Books – All Time Recommendation

- When asked “what one business book of all time would you most recommend to fellow marketers?” Good to Great is most frequently mentioned.

Rank	Title
1	Good to Great
2	Positioning
3	7 Habits of Highly Effective People
4	Competitive Strategy
4	The World is Flat
6	Innovator's Dilemma
6	How to Win Friends and Influence People
8	Art of War
9	One Minute Manager
10	Marketing Management by Kotler
10	The Goal
10	Closing the chasm

Q: What one business book of all time would you most recommend to fellow marketers?

# Marketing/Business Gurus

- Seth Godin was mentioned most frequently as the most important marketing/business Guru currently.

What one marketing/business Guru do you feel is most important currently?

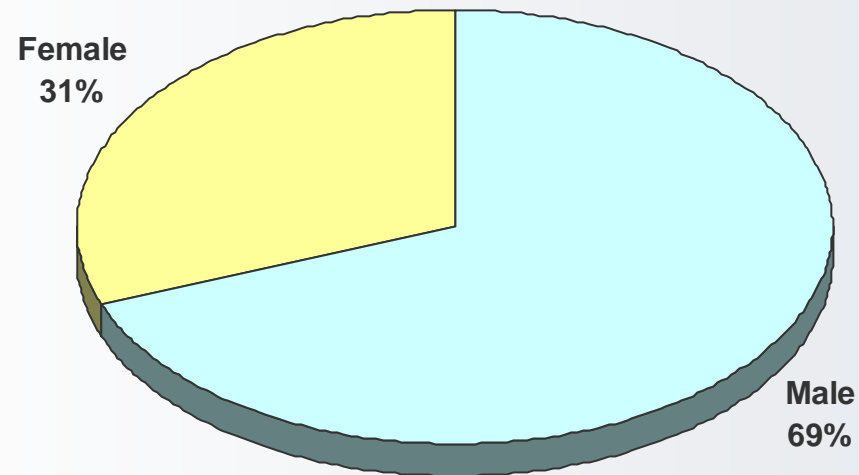
1	Seth Godin
2	Steve Jobs
3	Peter Drucker
4	Warren Buffet
5	David Aaker
6	Tom Peters
6	Jim Collins
8	Jack Welch
8	Malcolm Gladwell
10	Al Ries
10	Phil Kotler
12	Ram Charan
13	Thomas Friedman
13	Al Gore
13	John Kotter
13	Jack Trout
17	Peppers & Rogers
18	Richard Florida

# Respondents Demographics



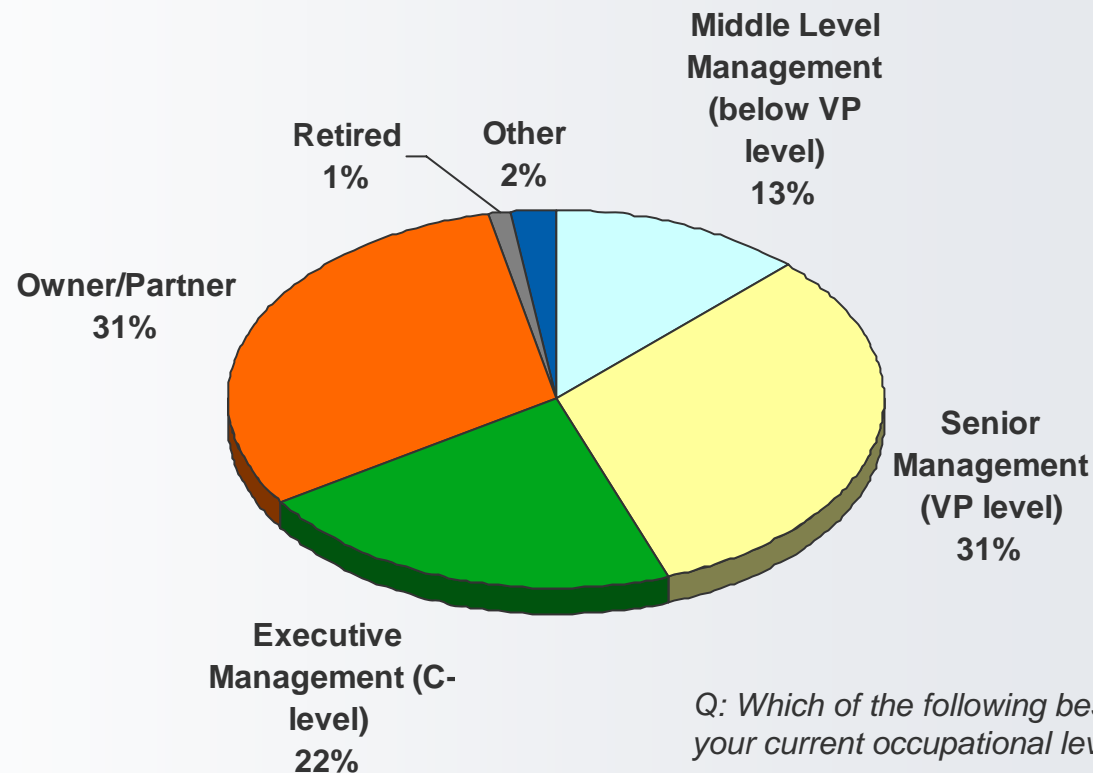
# Respondents Demographics

- Gender
  - About 70% of the survey respondents are male



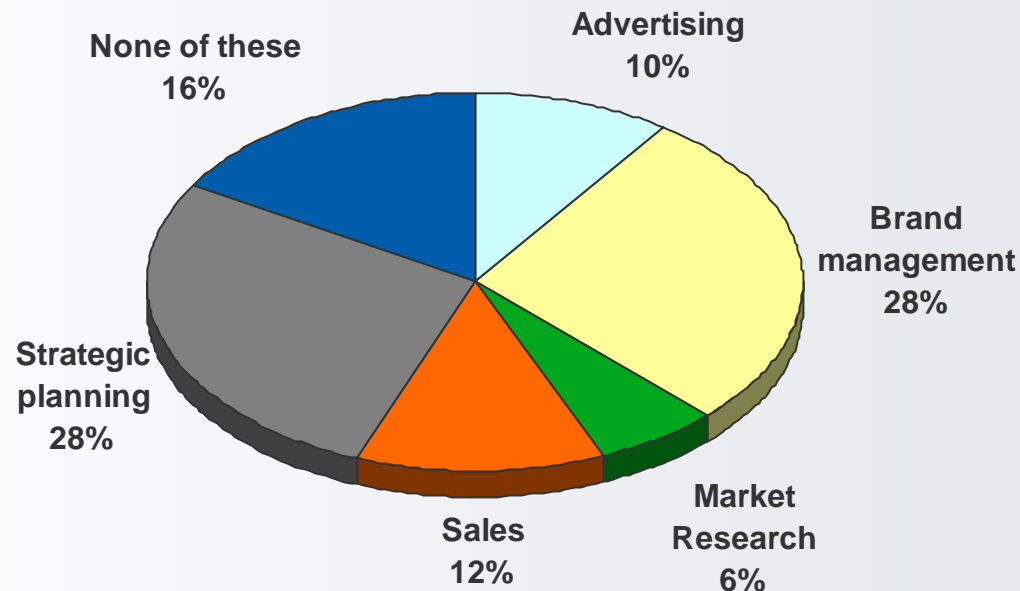
# Respondents Demographics

- Occupation Level
  - Over half of the respondents are executives or senior level managers



# Respondents Demographics

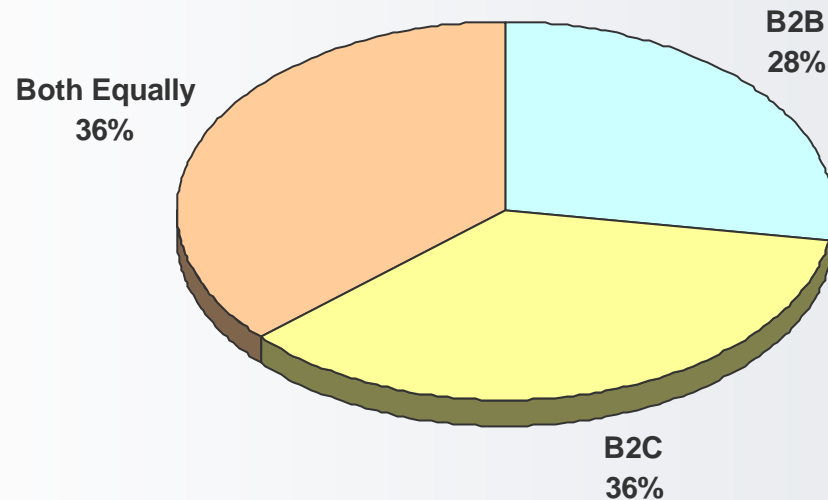
- Type of marketing work
  - Strategic planning and brand management are the most common type of marketing functions the respondents perform on a regular basis



*Q: Which area of Marketing do you work with most closely/frequently?*

# Member Demographics

- B2B or B2C
  - Similar numbers of respondent engage in B2B and B2C marketing



*Q: Which area of Marketing do you work with most closely/frequently?*

# Appendix

# Major Trends in Detail (1/3)

Major Trend	Individual Concept	% of Top Box
Marketing Basics	Customer Satisfaction	75
	Brand Loyalty	55
	Customer Retention	65
	Segmentation	58
	Quality	54
	Marketing ROI	53
SEO	SEO (Search Engine Optimization)	42
Personalization	Data Mining	35
	CRM	29
	Lead Generation	33
	Personalization (1to1 marketing)	35
	E-commerce	42
	Competitive Intelligence	43
Green Marketing	Green Marketing	37
	Global Warming	30
	Alternative Energy	31
	Health Awareness	31
Multicultural/Ethnic Issues	Multicultural	31
	Multi-language	15
	Globalization	38
	Emerging Markets	33

Major Trend identified through Factor Analysis

# Major Trends in Detail (2/3)

Major Trend	Individual Concept	% of Top Box
Breakdown of Old Media	Fragmentation of Media	40
	Time Shifting (Tivo)	18
Innovative Branding	Leading through Creativity	31
	Leading through Analytics	23
	Experiential/Emotive branding	35
	Importance of 'Stories'	25
Viral/WOM	Viral marketing	26
	Word of Mouth	35
	Blogging	21
New Media	Web 2.0	23
	Mobile Communications	34
	SNS (Social Network Sites)	33
	CGM (Consumer Generated media)	17
	Electronic Media	40
	Long Tail	9
Time Starvation	Time Starvation	17
Macro Economics	Trade deficits	8
	Value of US Dollar	28
	Housing Markets	15
	Rising Input Prices	13
	Global Risks	15
	Global terrorism	20
	Developed Markets	10
	Ability to Shop/Source Worldwide	27
	Movement of skilled jobs	12

# Major Trends in Detail (3/3)

Major Trend	Individual Concept	% of Top Box
Tech Strategy	Business Model Disruption	17
	Technological Disruption	19
	Intellectual property laws	22
	Game Theory	7
	New Global Trading Blocs	9
	Convergence	16
Outsourcing	Out Sourcing	17
	Off Shoring	13
	Selective Outsourcing	11
Social Issues	Faith Based (Religion)	6
	Immigration	12
	Credit Availability	9
	Anti-Americanism	12
Other	Buy American	8
	Six Sigma	8
	Text Analytics	8



# Concept & Buzz Word

- Ranked By Top Box --- “Very Important”,

Concept/Buzz Word	% of Top Box	Concept/Buzz Word	% of Top Box	Concept/Buzz Word	% of Top Box
Customer Satisfaction	75	Multicultural	31	Convergence	16
Customer Retention	65	Alternative Energy	31	Housing Markets	15
Segmentation	58	Health Awareness	31	Global Risks	15
Brand Loyalty	55	Leading through Creativity	31	Multi-language	15
Quality	54	Global Warming	30	Rising Input Prices	13
Marketing ROI	53	CRM	29	Off Shoring	13
Competitive Intelligence	43	Value of US Dollar	28	Immigration	12
SEO (Search Engine Optimization)	42	Ability to Shop/Source Worldwide	27	Movement of skilled jobs	12
E-commerce	42	Viral marketing	26	Anti-Americanism	12
Electronic Media	40	Importance of ‘Stories’	25	Selective Outsourcing	11
Fragmentation of Media	40	Web 2.0	23	Developed Markets	10
Globalization	38	Leading through Analytics	23	Long Tail	9
Green Marketing	37	Intellectual property laws	22	New Global Trading Blocs	9
Word of Mouth	35	Blogging	21	Credit Availability	9
Data Mining	35	Global terrorism	20	Text Analytics	8
Personalization (1to1 marketing)	35	Technological Disruption	19	Buy American	8
Experiential/Emotive branding	35	Time Shifting (Tivo)	18	Six Sigma	8
Mobile Communications	34	CGM (Consumer Generated media)	17	Trade deficits	8
Lead Generation	33	Time Starvation	17	Game Theory	7
Emerging Markets	33	Business Model Disruption	17	Faith Based (Religion)	6
SNS (Social Network Sites)	33	Out Sourcing	17		